

OC

January 12, 2006

NOTICE TO THE TRADE – DeCA NOTICE 06-42

SUBJECT: “It’s Your Choice, Make it Healthy” Program and Organics Kickoff for 2006

DeCA continues its commitment in 2006 to position the commissary benefit as the nutritional leader for the military through the continuation of the “It’s Your Choice, Make it Healthy” program, focused on increasing customer awareness of nutrition. DeCA is also launching an extensive awareness campaign on organic products in commissaries.

DeCA will continue to partner with TRICARE and DoD nutrition and medical professionals in encouraging military consumers to think about making food choices to improve health and control weight. Commissaries and industry are encouraged to work closely with installation nutrition, health and wellness, and fitness personnel for “nutritional tours” and other events that can elevate awareness of the need to eat less at fast food outlets and restaurants, and shop more at the commissary—where they can save money by purchasing food “at cost” and eat healthier by preparing meals at home.

Supporting the “It’s Your Choice, Make it Healthy” campaign is a series of category shelf “talkers” offering simple dietary tips, based on the new Dietary Guidelines for Americans. The tips have been reviewed by the United States Departments of Agriculture and Health and Human Services and are a model for the grocery industry. The intent is to offer customers “food for thought,” not endorse particular products or suggest any are necessarily “bad.” The customer is responsible for making informed shopping decisions.



The talkers also suggest cross merchandising opportunities. For example, the cereal talker reminds shoppers to top their cereal with fresh fruit. Since we are also concerned with food safety, three of the talkers relate to proper food handling. One talker explains the meaning of Daily Value on labels.

DeCA is also responding to customer interest and potential sales by expanding organic product offerings in larger stores and drawing attention to the products with shelf signs. The organics emphasis dovetails nicely with “It’s Your Choice, Make it Healthy” supported by signage and educational materials in February and continuing through National Nutrition Month in March and Commissary Awareness Month in May.



A new “marketing tools” area with graphics for both “Make it Healthy” and organics can be found under the marketing section of “doing business with DeCA” at www.commissaries.com. The direct link is: http://www.commissaries.com/business/marketing_tools.cfm.

DeCA’s “It’s Your Choice, Make it Healthy” 2006 program includes:

- Shelf talkers (signs) on 10 categories offering federal dietary tips; plus one talker on what “Daily Value” means on food labels; and three “food safety” shelf talkers:
 - Talkers cover dairy, cereals, oils and fats, canned fruits, canned vegetables, canned meats, snack foods, frozen pizza/entrees, bread/rice/pasta, and juice (see attached file for poster, buttons and talkers).
 - Media releases will focus on “healthy food and healthy finances,” preparing more meals at home, and shopping the commissary for “healthy food and healthy savings of 30 percent or more.” The kick off hooks into customer New Year’s resolutions to “get healthy and lose weight.”
 - Posters, buttons, and flyers to support.
 - New outreach brochure for 2006 employing healthy color schemes and updated information on Virtual Commissary, health and wellness, and organics.
 - 50,000 to be inserted in NEXCOM welcome packets for new Navy military personnel.
 - Commissary Connection newsletter to 25,000 subscribers.
 - DoD nutrition committee, through The United States Center for Health Promotion and Preventive Medicine, will release a series of “It’s Your Choice, Make it Healthy” 2 minute videos offering useful information on foods, vitamins, and minerals. Those are expected to air on the Pentagon Channel, American Forces Radio and Television Service, and other military broadcast outlets as well as Web sites. Six videos are complete and can be found at the United States Army Center for Health Promotion and Preventative Medicine’s video news area <http://chppm-www.apgea.army.mil/videonews/>.
 - DoD nutrition committee and TRICARE points of contact to channel commissary initiatives to nutrition and health professionals in the field encouraging cooperative efforts with commissaries such as health fairs, nutrition tours, and other outreach events, bringing additional shoppers in the store to experience the savings.
 - DeCA Europe's home economist contributes "healthy eating" articles and features for print and broadcast media.
 - “Kay’s Kitchen” column in R&R magazine/weekly feature interviews on American Forces Network Europe TV and radio newscasts/TV spots teaching shoppers how to put the Dietary Guidelines into action!
 - Posters available to hang in fitness centers and health/wellness classrooms.
 - Additional material added to Healthy Choices area on commissaries.com. To be renamed “It’s Your Choice, Make it Healthy.”

- Army lodging to place 40,000 specialized brochures in lodges worldwide directing DoD travelers (authorized shoppers) to the commissary for “healthy” choices while TDY or moving.
- Article on shelf talkers and the commissary as a healthy choice in Armed Forces Medicine annual edition for 2006.
- DeCA’s organic and natural foods emphasis will feature 70-80 products integrated in K-3 and above stores starting mid-January. Awareness campaign in February supported by:
 - Shelf signs to draw attention to products with USDA organic seal.
 - Banners and brochure Q&A on organics (reviewed by USDA).
 - Commissary Connection to 25,000 subscribers.
 - Organics information links on commissaries.com.
 - News releases positioning the entire store as a wellness center and focusing on savings vs. commercial stores.

Other tie-in opportunities include:

- The latest buzz is “functional fitness” and to tie in, “Commissary Calisthenics” will continue to put DeCA’s message in front of influential DoD audiences through healthy breaks at outreach conferences—giving DeCA opportunities where none previously existed. This effort continues in 2006 starting with the worldwide TRICARE conference.
- March is National Nutrition Month.
- Commissary Awareness Month in May.
- DoD to use commissary information for Nutrition Month activities.

If you have questions regarding marketing communications or tools for “It’s Your Choice, Make it Healthy,” please contact Ms. Bonnie Powell, (804) 734-8404 or bonnie.powell@deca.mil, or Mr. Robert Hansgen, (804) 734-8772 or robert.hansgen@deca.mil, at DeCA Corporate Communications.

For questions about DeCA’s organics program please contact Mr. Delbert Myrick in product support at (804) 734-8240 or delbert.myrick@deca.mil.

/s/
 Scott E. Simpson
 Chief Operating Officer

Attachment:
 As stated